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"Red Pepper" ©CIL 21330

a Photoplay in 2 reels

Author of Photoplay White

Productions Co.

USA

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# PRESS SHEET

## MERMAID COMEDIES

©CIL 21330

### "RED PEPPER"



Supervised by Jack White



EDUCATIONAL FILM EXCHANGES, Inc.  
MADE IN U. S. A.

## AL ST. JOHN MAKES HIS FIRST APPEARANCE IN MERMAID COMEDY

**Former Tuxedo Star Is at His Best in Fast Action, High Speed Two Reelers**

Al St. John makes his first appearance as a Mermaid comedian in "Red Pepper" and brings a lot of new stuff to this comedy which will be a surprise and a revelation to the many who have followed this excellent comedian in the crackerjack series of "Tuxedo Comedies" in which he has been appearing.

With a comedian of the proven calibre of St. John and the high speed, fast action and clever gags with which the Mermaid Company fills its pictures the comedies in which St. John has the lead bid fair to equal anything the Mermaid studios have produced. He's a wonderful comedian, has a big following gained through years of appearance in comedies under Sennett and on the Fox program and is getting better every picture.

Judy King, a new leading lady, makes her appearance in "Red Pepper." Babe London, an old favorite with comedy audiences, is also seen in a supporting role.

### The Story

Marvin Murphy is a combination janitor, soda and drug clerk at Rand's drug store. As a clerk he's a fine bicyclist, for that's his hobby. He is in love with Judy, the daughter of the proprietor. Her eyes make him so dizzy that it is only by accident that he gets the right flavors in the sodas he serves. The proprietor has perfected a salve which he guarantees to cure eczema, prickly heat, remove bee-hives and even to stop phonograph records from scratching—but he hasn't been able to market it with any success. In fact the drug business is so slow that a slick and oily villain holds a mortgage on the store which he offers to trade in exchange for the formula of the wonderful salve.

Marvin discovers an itch powder in the store and this gives him an idea. Filling an insect powder can with it he sets out and soon finds plenty of places to apply it where it will do the most good. He sprays it down necks, on ankles and on every one he meets. Soon there is a rush for the wonderful salve. Business starts to boom and the sale of the salve jumps to huge proportions.

In the meantime the villain, seeing the money roll in, searches for the cause of the sudden jump in sales of the salve and soon discovers Marvin spreading the powder. He notifies the police who give chase to Marvin but through the expert use of his bicycle he foils them many times, finally escaping. He has outwitted his pursuers when he falls off his bicycle, breaking the package of itch powder which he has stowed in his shirt. When it begins to work he rushes to the store to find that the last of the precious salve has been sold—so he has to shed his clothes to get rid of the awful itch.



AL ST. JOHN  
IN  
EDUCATIONAL-  
MERMAID COMEDIES

For Electro Order No. 3607-E  
For Mat (Free) Order No. 3607-M

### WHAT OTHERS SAY About Recent Educational Comedies

"Educational Comedies:—These two reel comedies, I believe, are the best on the market today. They are clean, snappy and up to the minute."

W. F. Harding, Princess Theatre,  
Mt. Dora, Fla.  
(From Exhibitors Herald)

### WHO'S WHO

in

### "Red Pepper"

Marvin Murphy...AL ST. JOHN  
Soft Hearted Hannah

.....Babe London  
The Proprietor.....John Rand  
His Daughter.....Judy King  
The Villain.....Philip Sleeman

Directed by Arvid Gillstrom  
Supervised by Jack White

### EXPLOITATION

The surest indication of your showmanship ability—or your lack of it—is the empty seats.

Keeping the seats filled is the big problem. Every empty seat means just that much less in the box-office.

It takes but a few empty seats at each performance to spell the difference between profit and loss on the week's operations.

Advertising and exploiting the feature picture alone will not keep them filled. The feature will draw its share of the patronage but unless it is an exceptionally well known picture—a super-feature backed with a wealth of advertising—empty seats will show up.

To help fill those empty seats advertise and exploit the Short Subjects on your program.

Mermaid Comedies have a large following. They are known as excellent comedies and their name in the lights and on the paper and lobby photographs will bring admissions to the box offices and fill many of the seats. Give the Short Subject a chance to help you fill those empty ones.

### PARAGRAPHS

### For Your Program

Al St. John, Babe London and a new leading lady, Judy King, in two reels of snappy comedy, "Red Pepper."

\* \* \*

A comedy that you don't want to miss—"Red Pepper" with Al St. John, Judy King, Babe London and a big cast.

\* \* \*

Additional comedy attraction! Al St. John in his first Mermaid Comedy, "Red Pepper." Two reels of fast and furious fun.

\* \* \*

Another of those side-splitting Mermaid Comedies—Al St. John in "Red Pepper"—a comedy that'll keep you roaring for half an hour.

\* \* \*

Full of pep and pepper—"Red Pepper," a brand-new Mermaid Comedy with a brand-new Mermaid star, Al St. John. Two reels of red-hot comedy.



## "RED PEPPER" IS FAST AND PEPPY MERMAID COMEDY

### Al St. John Shows Skill as Trick Cyclist in Clever Picture

(Newspaper review for use after showing of picture)

Al St. John's first Mermaid Comedy—he lately signed with this popular organization to make Mermaids—is straining the laughing capacities of the patrons at the Theatre this week. It is two reels of fast moving, peppy comedy carrying the expressive title of "Red Pepper".

St. John is of the acrobatic style of comedian and his followers always expect him to spring some gymnastic surprise on them but he fooled—and surprised—they all in this one with his trick bicycle riding. Other comedies this young star has made have given an inkling of his abilities on a bicycle but the performance in "Red Pepper" causes his admirers to wonder why he hasn't incorporated more of it in his pictures.

St. John is seen as a soda and drug clerk in a drug store. He is in love with the proprietor's daughter but isn't very popular with the old man. But Al learns that the store is mortgaged to a very mean villain and that the villain demands the formula for a very wonderful itch-curing salve that the old man has perfected. Al, by sprinkling itch powder judiciously about, creates a demand for the salve, staves off ruin for the proprietor and wins the girl.

It is during a chase in the picture that he shows his bike-riding skill. If the radio ever does supersede the movies and drives the flickering funnies into oblivion, Al can earn a mighty good living on the stage as a trick cyclist.

### WHITE PUTS PEP IN "RED PEPPER"

(Newspaper review for use after showing of picture)

Jack White has certainly put plenty of pep in "Red Pepper," the Educational-Mermaid Comedy with Al St. John starred, which is playing at the Theatre this week.

"Red Pepper" is St. John's first picture for the Mermaid organization and it runs true to the Mermaid reputation for speed, fast action and comedy in huge gobs. It contains, among other things, some of the cleverest trick bicycle riding ever seen on the screen. In this St. John has the advantage over his contemporary comedians, for trick bike riding is listed in the category of accomplishments of very few of them.

## AL ST. JOHN, FORMER TUXEDO STAR TO APPEAR IN MERMAIDS



AL ST. JOHN and JUDY KING

In a scene "RED PEPPER"

For Electro Order No. 3608-E  
For Mat (Free) Order No. 3608-M

### MERMAID COMEDY HAS GOOD CAST

(Prepared as advance publicity story)

Two well known comediennes will support Al St. John in "Red Pepper," the Educational-Mermaid Comedy which will be on the bill at the Theatre.

They are Judy King and Babe London. Miss King will be remembered for the prominent part she had in support of Harold Lloyd in "Girl Shy," while Miss London has appeared in many comedies made by the Christie Brothers and in support of Lloyd Hamilton and in a number of Mermaid Comedies.

Miss King is known as "the pint-size comedienne" as she is very petite, while Miss London, who tips the scales at over two hundred, won her place through her avoirdupois as well as her comedy ability.

Others in the cast will be John Rand and Philip Sleeman, both well known to comedy lovers.

"Red Pepper" is the first comedy in which Al St. John has appeared for the Mermaid Company.

### Young Star a Graduate of Sennett School of Comedy Actors

(Prepared as advance publicity story)

Al St. John, for the past year starred in Educational-Tuxedo Comedies, has been acquired by Mermaid Comedies and will appear henceforth in comedies made by this well known producing company. His first picture made in his new capacity as a Mermaid star will be "Red Pepper," and it will be on the screen at the Theatre.

St. John is one of the best known comedians on the screen. He is a graduate of the old Keystone school where he served his apprenticeship under Mack Sennett. He first attracted attention when he appeared with "Fatty" Arbuckle and Mabel Normand and was later with Arbuckle in "The Butcher Boy" and "A Reckless Romeo." Since then he has been starred in two reel comedies in his own name.

Judy King, formerly with Harold Lloyd, and Babe London will support him in his first picture for Mermaid.

### HOW LONG WILL THE DRAMA LAST?

(Prepared as advance publicity story)

Will the coming years see the entire elimination of the drama from the stage and screen? The question is raised by Al St. John, the well-known screen comedian, who will be seen in his latest picture, "Red Pepper," which will be at the Theatre.

"The earliest form of theatricals were the Greek tragedies," says St. John. "Murder, suicides and other motives less pleasant were the basis of the amusement of the early days. Compare them with the average present day stage production. Shakespeare's works were largely tragedies. Now the public demands the happy ending both on stage and screen."

"Musical comedy and vaudeville have taken hold strongly because of the growing demand for lighter amusements. On the screen there are more comedies to-day than ever before. This does not mean that it is becoming a frivolous age but that the stern, Puritanical aspect toward pleasant things in life is passing. With the increase in the intelligence of a people comes an increase in their appreciation of fun and humor. They day will come when both the stage and screen will present nothing but the lighter side of life."

## BARGAIN HUNTERS

The "added inducement" is one of the most effective arguments in salesmanship and advertising.

People are naturally bargain hunters. Everyone likes to believe that he or she is a shrewd bargainer—that they are getting more for their money than anyone else.

This is a bargain-sale idea. It is the idea followed by many big houses in handling a "leader" line—a piece of merchandise of exceptional value at a low price. It carries the rest of the line over.

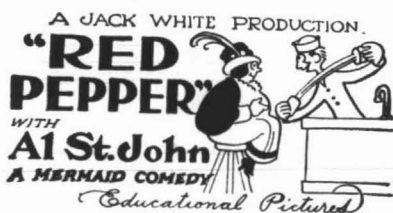
It is the idea back of advertising. It is employed to bring out the value offered at the price, but the thought behind it is that it is a bargain either in quality, service or price.

The added inducement in the business of motion picture exhibiting cannot always be depended upon to be found in the feature attraction. Too often this is an ordinary picture. Not all of them can be

super-features and super-attractions. But by taking advantage of the Short Subjects on his bill the exhibitor can present the "added inducement"—the "more for your money" idea by advertising his two-reel comedies.

In "Red Pepper", the exhibitor has good advertising angles. The Mermaid name is one of the best in the comedy field and has always been associated with good comedies. The Educational name, widely advertised in national magazines, carries the value of advertised and trade-marked goods, and the name of Al St. John, a proven comedy star, is another assurance that "Red Pepper" will provide a half-hour of the best in comedy entertainment.

Advertise your Short Subjects. They form a big portion of your program and a bigger part of the entertainment of your customers. They will do more than their share at your box-office.



One Column by One Inch "Ad" Cut  
For Electro Order No. 3609-E  
For Mat (Free) Order No. 3609-M



Two Column by One and One Half Inch "Ad" Cut  
For Electro Order No. 3610-E  
For Mat (Free) Order No. 3610-M

For Three Column cut on Page One Order  
Electro No. 3611-E Mat (Free) No. 3611-M

### ACCESSORIES

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Hand Colored Slides

Four Color One Sheets Four Color Three Sheets

Duo Tint 11 x 14 Lobby Cards

(Eight Cards to Set)

Black and White 8 x 10 Photos

(Ten Photos to Set)

One Column Newspaper Publicity Cuts and Mats

One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts and Mats

Two Column, One and One Half Inch, Newspaper "Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats

(All Mats Free)

And the Fullest Cooperation from Your Exchange

(Cuts and mats must be ordered by number)

### CATCHLINES

#### For Newspaper "Ads"

Cure your blues with "Red Pepper"—Al St. John's first Mermaid Comedy.

\* \* \*

Two reels of sizzling Mermaid Comedy with Al St. John and a big cast.

\* \* \*

Al St. John's first Educational-Mermaid Comedy, "Red Pepper"—it's hot stuff!

\* \* \*

Two reels of red-hot comedy! Al St. John in "Red Pepper," an Educational-Mermaid Comedy.

\* \* \*

Lots of laughs waiting for you in "Red Pepper," the new Educational-Mermaid Comedy with Al St. John.

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